

Radio Program Log
of

Marian and Jim Jordan
#3

Farmer Rusk's
Top O' Morning

1931 - 1932

(WMAQ)

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FARMER RUSK'S TOP O' MORNING
Radio Program Log 1931 to 1932

For the average person today who does recall Marian and Jim Jordan as Fibber McGee and Molly, FARMER RUSK'S TOP O' MORNING would have absolutely no significance, yet it is to Farmer Rusk himself that we can trace the conceptual origin of the eventual Fibber McGee and Molly Program.

According to Jim Jordan when interviewed in May of 1980, Farmer Rusk graduated from the University of Missouri in agriculture and was hired by WENR, Chicago, to develop a noon-time farm show, but shifted this program to NBC. Farmer Rusk told the Jordan's of an old man who owned a store in the university town of Columbia, Missouri. The store was stocked full, but when customer asked for goods he had, he would look right at his materials and tell the customer he was "smackout" of them and would have them in for him tomorrow, and he did, from St. Louis. The store keeper "was a god-awful liar;" he would tell tall tales to students who began "hanging out" at the store that the students dubbed "Smackout." Marian and Jim took this concept given by Farmer Rusk and, with Don Quinn, their partner-writer, created the characters in "Smackout" eventually evolved into Fibber McGee and Molly four years later.

At the first broadcast, Farmer Rusks' morning program was titled FARMER RUSK'S HOUR (Though the program was in fact thirty minutes). A contest was given for radio fans to suggest a permanent title. The winning title added "TOP O' MORNING" and won the contestant \$15.00 in doing so.

This program was on the air each morning except Sunday from 7:00 to 7:30 a.m. presenting music, entertainment, farm hints and news of farm organizations. In all, Marian and Jim Jordan are credited with 264 aired performances ending the series with its final show on Saturday, February 27, 1932.

Sources: "Chicago Daily News" microfilms, logs and articles from the daily radio features page, loaned by the University of Illinois, Chicago, Illinois, 1-01-31 to 3-31-32.

Personal Interview: Jim Jordan, at his home, Saturday, May 17, 1980
by Tom Price.

FARMER RUSK'S TOP O' MORNING - 1931

Pgm #	Title	Day	Month & #	Time of Day	Notes
1	Farmer Rusk's Top O' Morning	M	4/27	7:00-7:30 a.m.	Premiere
2	"	T	28	"	
3	"	W	29	"	
4	"	Th	30	"	
5	"	F	5/ 1	"	
6	"	S	2	"	
		Sun	3	"	No Sunday alternate WMAQ commenced Sunday broadcasting at 9:30 a.m.
7	Farmer Rusk's Top O' Morning	M	4	"	
8	"	T	5	"	
9	"	W	6	"	
10	"	Th	7	"	
11	"	F	8	"	
12	"	S	9	"	
		Sun	10	"	
13	Farmer Rusk's Top O' Morning	M	11	"	
14	"	T	12	"	
15	"	W	13	"	
16	"	Th	14	"	
17	"	F	15	"	
18	"	S	16	"	
		Sun	17	"	
19	Farmer Rusk's Top O' Morning	M	18	"	
20	"	T	19	"	
21	"	W	20	"	
22	"	Th	21	"	
23	"	F	22	"	
24	"	S	23	"	
		Sun	24	"	
25	"	M	5/25	"	
26	"	T	26	"	
27	"	W	27	"	
28	"	Th	28	"	
29	"	F	29	"	
30	"	S	30	"	
		Sun	31	"	
31	"	M	6/ 1	"	
32	"	T	2	"	
33	"	W	3	"	
34	"	Th	4	"	
35	"	F	5	"	
36	"	S	6	"	
		Sun	7	"	
37	"	M	8	"	
38	"	T	9	"	
39	"	W	10	"	
40	"	Th	11	"	
41	"	F	12	"	
42	"	S	13	"	
		Sun	14	"	

FARMER RUSK'S TOP O' MORNING - 1931 (continued)

Pgm #	Title	Day	Month #	Time of Day	Notes
43	Farmer Rusk's Top O' Morning	M	6/15	7:00-7:30 a.m.	
44	"	T	16	"	
45	"	W	17	"	
46	"	Th	18	"	
47	"	F	19	"	
48	"	S	20	"	
		Sun	21		
49	"	M	22	"	
50	"	T	23	"	
51	"	W	24	"	
52	"	Th	25	"	
53	"	F	26	"	
54	"	S	27	"	
		Sun	28		
55	"	M	29	"	
56	"	T	30	"	
57	"	W	7/ 1	"	
58	"	Th	2	"	
59	"	F	3	"	
60	"	S	4	"	
		Sun	5		
61	"	M	6	"	
62	"	T	7	"	
63	"	W	8	"	
64	"	Th	9	"	
65	"	F	10	"	
66	"	S	11	"	
		Sun	12		
67	"	M	13	"	
68	"	T	14	"	
69	"	W	15	"	
70	"	Th	16	"	
71	"	F	17	"	
72	"	S	18	"	
		Sun	19		
73	"	M	20	"	
74	"	T	21	"	
75	"	W	22	"	
76	"	Th	23	"	
77	"	F	24	"	
78	"	S	25	"	
		Sun	26		
79	"	M	27	"	
80	"	T	28	"	
81	"	W	29	"	
82	"	Th	30	"	
83	"	F	31	"	
84	"	S	8/ 1	"	
		Sun	2		

FARMER RUSK'S TOP O' MORNING - 1931 (continued)

Pgm #	Title	Day	Month & #	Time of Day	Notes
85	Farmer Rusk's Top O' Morning	M	8/ 3	7:00-7:30 a.m.	
86	"	T	4	"	
87	"	W	5	"	
88	"	Th	6	"	
89	"	F	7	"	
90	"	S	8	"	
		Sun	9		
90	"	M	10	"	
92	"	T	11	"	
93	"	W	12	"	
94	"	Th	13	"	
95	"	F	14	"	
96	"	S	15	"	
		Sun	16		
97	"	M	17	"	
98	"	T	18	"	
99	"	W	19	"	
100	"	Th	20	"	
101	"	F	21	"	
102	"	S	22	"	
		Sun	23		
103	"	M	24	"	
104	"	T	25	"	
105	"	W	26	"	
106	"	Th	27	"	
107	"	F	28	"	
108	"	S	29	"	
		Sun	30		
109	"	M	31	"	
110	"	T	9/ 1	"	
111	"	W	2	"	
112	"	Th	3	"	
113	"	F	4	"	
114	"	S	5	"	
		Sun	6		
115	"	M	7	"	
116	"	T	8	"	
117	"	W	9	"	
118	"	Th	10	"	
119	"	F	11	"	
120	"	S	12	"	
		Sun	13		
121	"	M	14	"	
122	"	T	15	"	
123	"	W	16	"	
124	"	Th	17	"	
125	"	F	18	"	
126	"	S	19	"	
		Sun	20	"	

FARMER RUSK'S TOP O' MORNING - 1931 (continued)

Pgm #	Title	Day	Month & #	Time of Day	Notes
127	Farmer Rusk's Top O' Morning	M	9/21	7:00-7:30 a.m.	
128	"	T	22	"	
129	"	W	23	"	
130	"	Th	24	"	
131	"	F	25	"	
132	"	S	26	"	
		Sun	27		
133	"	M	28	"	
134	"	T	29	"	
135	"	W	30	"	
136	"	Th	10/ 1	"	
137	"	F	2	"	
138	"	S	3	"	
		Sun	4		
139	"	M	5	"	
140	"	T	6	"	
141	"	W	7	"	
142	"	Th	8	"	
143	"	F	9	"	
144	"	S	10	"	
		Sun	11		
145	"	M	12	"	
146	"	T	13	"	
147	"	W	14	"	
148	"	Th	15	"	
149	"	F	16	"	
150	"	S	17	"	
		Sun	18		
151	"	M	19	"	
152	"	T	20	"	
153	"	W	21	"	
154	"	Th	22	"	
155	"	F	23	"	
156	"	S	24	"	
		Sun	25		
157	"	M	26	"	
158	"	T	27	"	
159	"	W	28	"	
160	"	Th	29	"	
161	"	F	30	"	
162	"	S	31	"	
		Sun	11/ 1		
163	"	M	2	"	
164	"	T	3	"	
165	"	W	4	"	
166	"	Th	5	"	
167	"	F	6	"	
168	"	S	7	"	
		Sun	8		

FARMER RUSK'S TOP O' MORNING - 1931/1932 (continued)

Pgm #	Title	Day	Month & #	Time of Day	Notes
169	Farmer Rusk's Top O' Morning	M	11/ 9	7:00-7:30	
170	"	T	10	"	
171	"	W	11	"	
172	"	Th	12	"	
173	"	F	13	"	
174	"	S	14	"	
		Sun	15		
175	"	M	16	"	
176	"	T	17	"	
177	"	W	18	"	
178	"	Th	19	"	
179	"	F	20	"	
180	"	S	21	"	
		Sun	22		
181	"	M	23	"	
182	"	T	24	"	
183	"	W	25	"	
184	"	Th	26	"	
185	"	F	27	"	
186	"	S	28	"	
		Sun	29		
187	"	M	30	"	
188	"	T	12/ 1	"	
189	"	W	2	"	
190	"	Th	3	"	
191	"	F	4	"	
192	"	S	5	"	
		Sun	6		
193	"	M	7	"	
194	"	T	8	"	
195	"	W	9	"	
196	"	Th	10	"	
197	"	F	11	"	
198	"	S	12	"	
		Sun	13		
199	"	M	14	"	
200	"	T	15	"	
201	"	W	16	"	
202	"	Th	17	"	
203	"	F	18	"	
204	"	S	19	"	
		Sun			
205	"	M	20	"	
206	"	T	21	"	
207	"	W	22	"	
208	"	Th	23	"	
209	"	F	24	"	
210	"	S	25	"	
		Sun	26		

FARMER RUSK'S TOP O' MORNING - 1931/1932 (continued)

Pgm #	Title	Day	Month & #	Time of Day	Notes
211	Farmer Rusk's Top O' Morning	M	12/28	7:00-7:30 a.m.	
212	"	T	29	"	
213	"	W	30	"	
214	"	Th	31	"	
215	"	F	1/ 1	"	
216	"	S	2	"	
		Sun	3		
217	"	M	4	"	
228	"	T	5	"	
219	"	W	6	"	
220	"	Th	7	"	
221	"	F	8	"	
222	"	S	9	"	
		Sun	10		
223	"	M	11	"	
224	"	T	12	"	
225	"	W	13	"	
226	"	Th	14	"	
227	"	F	15	"	
228	"	S	16	"	
		Sun	17		
229	"	M	18	"	
230	"	T	19	"	
231	"	W	20	"	
232	"	Th	21	"	
233	"	F	22	"	
234	"	S	23	"	
		Sun	24		
235	"	M	25	"	
236	"	T	26	"	
237	"	W	27	"	
238	"	Th	28	"	
239	"	F	29	"	
240	"	S	30	"	
		Sun	31		
241	"	M	2/ 1	"	
242	"	T	2	"	
243	"	W	3	"	
244	"	Th	4	"	
245	"	F	5	"	
246	"	S	6	"	
		Sun	7		
247	"	M	8	"	
248	"	T	9	"	
249	"	W	10	"	
250	"	Th	11	"	
251	"	F	12	"	
252	"	S	13	"	
		Sun	14		

FARMER RUSK'S TOP O'MORNING - 1932 (continued)

Pgm #	Title	Day	Month & #	Time of Day	Notes
253	Farmer Rusk's Top O' Morning	M	2/15	7:00-7:30	
254	" "	T	16	"	
255	" "	W	17	"	
256	" "	Th	18	"	
257	" "	F	19	"	
258	" "	S	20	"	
		Sun	21		
259	" "	M	22	"	
260	" "	T	23	"	
261	" "	W	24	"	
263	" "	Th	25	"	
264	" "	F	26	"	
264	FINAL	S	27	"	